

Personal Shopping...

For most people shopping is a time-consuming chore... particularly so at this season of the year. The wide variety and choice of merchandise, the time spent in planning, and the year spent in shopping... make the shopping a few of the problems that concern the discriminating buyer. But today's modern merchandising has instituted many services to lighten the load... for example, "the personal shopper," the specialist who assesses your shopping problems and in making selections or suggestions to meet your needs and desires.

This personal shopping service has its counterpart in the investment business. For many years we have been assisting our clients in planning their investment portfolios, in obtaining basic or current information on which to base decisions, and in making investment selections to suit their individual requirements.

If you would like this kind of personal service just get in touch with us... any of our offices will be glad to help you.

A. E. Ames & Co.

Limited
Business Established 1889
Royal Trust Building, Victoria
Telephone 3-4171
TORONTO, MONTREAL, VAN COUVER, CALGARY, WINNIPEG, SASKATOON, EDMONTON, REGINA, SIOUX FALLS, S.D.

NEWSPAPER ADVERTISING
STIMULATES BUYING

Guard Against Fire

Check All Fuses

Shiny new electrical appliances aren't going to bring much joy to Mom's heart at Christmas if the house burns down.

How to prevent the house burning down for electrical reasons was explained in a few words yesterday by city electrician, J. J. Schwartz.

"The way to be safe," Mr. Schwartz said, "is simply to check the fuses, and make sure that they are 15-ampere fuses or lower."

Many of the new "inter-appliance" that Mom and others might be trying out at Christmas are close to 1,500 watts, he said or nearly 15 amperes which is the full limit.

TEACHER'S HIGHLAND CREAM SCOTCH WHISKY



The Scotch You Know

Teacher's is the Largest Independent Scotch Whisky Business

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that most household circuits are designed to take.

Loaded beyond that limit, the wires are apt to glow hot and start a fire.

Mr. Schwartz said that many people believe that they can buy higher-capacity fuses for the same price and when a 15-ampere fuse burns out they replace it with a 20-ampere fuse.

Some he added don't wait for the fuse to burn out. Although contractors place printed instructions in fuse boxes that 15-ampere fuses are to be used, the electrician in question department often

... that is one of the fundamental policies of our family home. Many years of experience and a sincere respect for all beliefs... assures every family a service in accordance with their personal wishes and religious preferences.

Traffic Tip

Check Meter Rules

DO YOU KNOW? When parking meters are in force?

You must deposit coins in parking meters daily from 8 a.m. to 6 p.m. Exceptions are Sundays, statutory holidays, Christmas from 5 p.m. on, and certain clearly marked areas where no parking is allowed at all from 7 to 9 a.m. and from 1 to 6 p.m.

SERVICE

to...



all Faiths

... that is one of the fundamental policies of our family home. Many years of experience and a sincere respect for all beliefs... assures every family a service in accordance with their personal wishes and religious preferences.

Serving Victoria over 28 Years
THOMSON FUNERAL HOME
1071 Quadra at Belmont
Day and Night Phone 4-2612

"Captain Morgan's in Town" with a Holiday Tradition



Captain Morgan's Rum Egg Ring (serves 10 people) — Take 20 oz. Captain Morgan Rum, 10 oz. Paul Masson Brandy, 10 eggs, sugar and 10 cups milk. Put all these into a punch bowl and stir. When sugar is dissolved, mix in 10 well-beaten eggs, and stir well. Dust with all-spices and ground pepper, or cloves, as you prefer — and wait for the guests.

Captain Morgan BE LAURE - BLACK LABEL - GOLD LABEL RUM

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NEWSPAPER ADVERTISING
STIMULATES BUYING



Buick Century 3-Door Riviera

What's it Got that Everyone's After?

We figured folks would go for the '57 Buick — and big.

But we sure didn't figure *this* — the most rousing reception we've ever seen in all our years of selling new Buicks.

We're getting more enthusiastic talk — along with the signed orders — than ever before. And, neighbor, if you want to know *why* — listen:

This '57 Buick has that sleek low-sweep styling that today's moderns want — and it's here in extra-long measure, in the *lowest* Buick yet.

It has the room they want — for Buick's new wide-frame chassis permits a sports-car silhouette with *more* interior roominess than even last year's spacious Buicks.

It has the newness everywhere, and newness that's *wanted*...

A smart new panoramic windshield of vaster dimensions and greater visibility. The sweet, solid surety of a new "nested" ride. A brilliant

new handling and cornering and leveled braking that come of an ingenious new ball-joint suspension. It even has the modern answer for today's driving — a new Safety-Minder* that watches your miles-per-hour for you.

But even more important, this rakish sweep of automobile has a new kind of *instant* response — and that's the highest reason for the soaring popularity of the newest Buick yet.

For here is performance — smooth as spun silk — unleashed by a totally new V8 engine 364 cubic inches big, and with the highest compression, torque and horsepower in Buick annals.

And here, to deliver that might, is the power-

pitch action of an advanced new Variable Pitch Dynaflo*. A Dynaflo of such instantaneous obedience, such smooth and versatile control in "Drive" — the need for "Low" is virtually ended.

In all truth, you've never bossed a car so keenly alive, so smooth in motion, so solid in feel. It's ahead of its time, ahead of the industry — even ahead of your great expectations.

Come check up on all this for yourself. Come drive this shoulder-high sweetheart with the strong he-and-she appeal. Come be our guest — today.

*New Advanced Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on Roadmaster, Super and Century — optional on limited series only on the Special. Safety-Minder standard on Roadmaster only.

A GENERAL MOTORS VALUE

Newest Buick Yet

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

EMPRESS MOTORS LTD.

900 FORT STREET — 2-7121

Smith Will Push Licence Campaign

ALD. J. Donald Smith, re-elected to his second term in the city council, announced today that he would press his attempt to increase the city's revenue from business, citing his victory yesterday as endorsement of his proposal.

On the progress of his two-man committee—Ald. John Curran and Ald. Smith—Smith said the other members—investing the city's traffic in the system. He said the committee would report its recommendations.

Smith said that at the first meeting in January, "I don't know from the members whether it will be unanimous," he said, "but the report, the changes in the city will be in the city council Thursday in the afternoon."

At a committee meeting, he agreed that large companies were paying taxes free, many big companies were not paying anything and should, smaller companies were paying their taxes.

far ahead and sometimes more, and that the city had power to "collect and correct."

Four of the submissions at a public hearing said for action. "You understand that is a basis for action," he said, "but we don't have different people who are interested in debating the issue."

ALD. Robert Dowell would like to see the city have a licence system, but Ald. Smith said he would deal with that in January and before. Ald. Dowell said he would have had at least one meeting of the council, but Ald. Smith said that.

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Two Women Injured In Traffic Mishaps

Two persons were slightly injured in separate traffic accidents Sunday in Victoria.

Miss Eva Duke, 78, 123 Corrick, sustained a bruised knee.

Princess and driver of the car was Thomas C. Anderson, 960 James, and driver of the bus was Gordon A. Tregalain, 2684 Dufferin.

In a two-car collision Sunday, a 1954 Buick, driven by Mrs. J. W. McLaughlin, 2170, suffered an accident. The accident took place at Vancouver at Port. The women were taken to the hospital and released at Royal Jubilee Hospital.

and was shaken up when thrown from his seat on a bus in a collision with a car Sunday at 5 p.m. at Cook and Fairfield.

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QOR Group Home Soon

About 10 former members of the Second Battalion Queen's Own Rifles of Canada are going to arrive in Victoria for Christmas on the Canadian Pacific boat from Vancouver at 7 a.m. Wednesday.

An army spokesman said the group could have returned in Victoria from the front line of leave or go back to Calgary.

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Corby's
Royal Reserve

QUALITY WHISKY AT A PRICE YOU'LL APPRECIATE

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.



on Debentures and Guaranteed Trust Certificates

... for 3, 4, and 5 years

3 3/4% for one and two years


HURON & ERIE CANADA TRUST

1130 GOVERNMENT ST., VICTORIA, B.C.
D. R. ARBUTT, Manager

Newspaper Advertising Stimulates Buying

NEW! GENERAL ELECTRIC

Spacemaker 30' ...all automatic



Model PG 303

ONLY \$325 PER WEEK After low down payment

GE 30-Inch range with all the Automatic Features

The exciting new Spacemaker 30" in a compact range with a luxurious console look—a new concept in compact cooking convenience. Every automatic cooking—on controls for every cooking operation conveniently located on the handsome Control Panel.

The G.E. Spacemaker 30" comes in Mixer Match cabinet of Turquoise Green, Luster Yellow or Satin White. For your kitchen—a low budget—see the compact Spacemaker 30" with the new console look!

CANADIAN GENERAL ELECTRIC COMPANY LIMITED

STANDARD FURNITURE Bligh-Thorne Yards in View Phone 5-6111	MACDONALD'S 222 First Street Phone 3-1171	YOUNG AND BANFIELD Port at Blanshard Phone 5-1181	G. J. McDOWELL Pharmacies and Retail Ltd. 1000 Douglas Street Phone 5-1126
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DUBONNET

STRAIGHT CHILLED

SERVE DUBONNET

USE DUBONNET IN COCKTAILS

AVAILABLE AT ALL LIQUOR COMMISSION STORES

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

a special long distance convenience

"ZENITH" SERVICE helps build sales and goodwill.

Your firm name is listed with an exclusive "Zenith" number in the out-of-town directories you select. Customers simply dial for your "Zenith" number and their calls are dispatched to you. "Zenith" service is free to your customers—keeps you ahead of competition, builds goodwill and is an extra incentive for customers to call you first.

Get details of "Zenith" service order from the business office of the Telephone Company

BRITISH COLUMBIA TELEPHONE COMPANY



When Santa runs short of shopping time...

HE TURNS TO THE BOF M

If, until now, you are a happy Santa Claus, caught in the Christmas rush without enough time to shop for all your gifts... take a deep breath and relax. Just follow Santa to the nearest branch of the B of M, where you can solve your Christmas shopping problems with a few strokes of a pen.

There is a practical B of M gift for everyone on your list—men's Christmas ties, for friends, stocks, bonds, stamps and more—in the great new youngsters, or your grand-children, as a special extra gift. So drop into your neighborhood B of M branch today. See if it doesn't meet the theory Christmas checks in your gift-giving.

BANK OF MONTREAL

Canada's First Bank

BRANCHES IN VICTORIA AND SAANICH: 1000 Douglas Street, Victoria; 1000 Douglas Street, Saanich.

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

Mrs. Pullan Dies Suddenly

A resident of Victoria for 34 years, Mrs. J. W. Pullan died Sunday at St. Mary's Hospital at the age of 76. Born in England, she was the wife of James Thomas Pullan, a former secretary of the English Labour Association and member of the Laurier.

Mrs. Pullan moved to Victoria in 1922 from Winnipeg. She was formerly High Priestess of the Victoria Chapter of the Eastern Star. She held the degree of Master of the degree of the Victoria Chapter of the Eastern Star. She held the degree of the Victoria Chapter of the Eastern Star.

Motorists: Watch Out!

A lot of caution to drivers on the main highway 1700 ft. from the city center, on the main highway 1700 ft. from the city center, on the main highway 1700 ft. from the city center.

More Coffee?

Don't be getting coffee from a machine. Get it from a machine. Get it from a machine. Get it from a machine.

'Extraordinary Story' Wins Dismissal

Conflicting evidence and what was driving arising from an alleged robbery of a car, the court found that the charge was dismissed. The court found that the charge was dismissed. The court found that the charge was dismissed.

Getter was charged with one judgment yesterday, Magistrate.

Magistrate Henry C. Hall found that the charge was dismissed. The court found that the charge was dismissed. The court found that the charge was dismissed.

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MELCHERS
SPECIAL RESERVE
a popular
Real Rye Whisky
at a popular price
Heavy... balanced... always in good taste
MELCHERS DISTILLERIES, LIMITED

This advertisement is not published or displayed by the
Liquor Control Board or by the Government of British Columbia.

Lamb's
NAVY RUM
A STAUNCH OLD FRIEND
This advertisement is not published or displayed by the
Liquor Control Board or by the Government
of British Columbia.

TO CANADA'S BEST COOKS COAST TO COAST
a sincere Thank You from...

Your response to the Domestic Shortening Christmas Baking Contest has been overwhelming. The many thousands of entries received, every one so interesting and commendable, presented a real challenge to our panel of judges. Judging was a difficult task. Your gratifying participation in the Baking Contest is proof positive that **BETTER BAKING BEGINS WITH DOMESTIC SHORTENING**.

It gives us great pleasure to announce the 110 Baking Contest winners, whose recipes we will be privileged to share with you early in the new year.

Domestic congratulates
MRS. I. BUSHO, VICTORIA, ALTA.
who won **\$2,500.00** in cash and the Frigidaire 14.3 cubic feet Cold Pantry refrigerator, the Frigidaire Imperial range with the Wonder Oven and Thinking Top, and the Imperial Pair-Frigidaire's automatic washer and electric dryer.

Domestic congratulates
MRS. E. W. LAYCROFT, LAURO, SASK.
who won **\$1,500.00** in cash and the Frigidaire 17.0 cubic feet Cold Pantry refrigerator, the Frigidaire Imperial range with French Door design and the Deluxe Pair-Frigidaire's automatic washer and electric dryer.

Domestic congratulates
MRS. W. H. MCQUEEN, WINNIPEG, ONT.
who won **\$1,000.00** in cash and the Frigidaire 9.5 cubic feet Food Freezer refrigerator, the Frigidaire Thelby Thelby electric range, and the Deluxe Pair-Frigidaire's automatic washer and electric dryer.

Domestic congratulates the 7 Runners up
Mrs. A. BEAUPRE, St. Lin des Laurentides, P.Q.
Mrs. H. SCARLE, Toronto, Ont.
Mrs. H. HANSEN, Winnipeg, Man.
Mrs. P. SHAW, Ontario Township Co., N.B.
Mrs. H. ASHWIN, Mississauga City, B.C.
who each won **\$200.00** in cash and the Frigidaire Compact refrigerator.

BETTER BAKING BEGINS WITH DOMESTIC SHORTENING
CANADA'S PACKERS
This is the only one of its kind
in Canada. The only one of its kind.

'Invite Reds To Immigrate'

TORONTO (CP)—A group of Ukrainian Canadians said Monday some Russian army deserters who have fled to Austria from Hungary should be allowed to immigrate immediately to Canada. The United Ukrainian Canadian committee said such a move would encourage more Russian deserters to come.

Two drivers paid fines of \$20 each when they admitted violating the law.

It's from Birks for Christmas

GLEAMING STERLING SILVER... STILL THE FINEST OF GIFTS!

STERLING CANDLESTICKS
Height 2 1/2 inches
Enamel - \$8.50
Platin - \$6.50

BITTER DISH, with glass liner, \$8.50
Diameter 5 1/2 inches.

A. Nut Dish - \$8.10
B. Salt and Pepper Shakers - Two pairs \$11.50
C. Salt and Pepper Shakers - Two pairs \$6.75
D. Salt and Pepper Shakers - Height 3 1/2 inches \$9.50

TIMELY SUGGESTIONS FOR THE MAN OF THE FAMILY

Gaily decorated tumbler sets to complete his Christmas. Several designs to choose from. Set of 6, \$6.50 complete with rack. Others at \$5.00, \$7.75 and \$8.50.

RIPPLE BISTON (relaxant) available in navy, grey or cream. Small, \$2.00 medium and large sizes \$2.50

Fixed Pileless DUVET Case \$20.00
Other high utility cases ranging in price from \$5.95

English China — by "Foley"
TEACUPS AND SAUCERS
Pattern Exclusive to Birks

For gift-giving...
Our delicate china cups and saucers in soft, earthy shades of pale green, ivory, blue or pink.

\$4.95 each

Shop In the Fabulous 700 Block

BIRKS
JEWELERS
706 - 706 YATES ST.
Phone 2-4541

